SOUTHERN EXPOSURE

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**FOR IMMEDIATE RELEASE**

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# We Build Excitement

## Jesse Sugarmann
## April 4 – May 4, 2014

**San Francisco, CA, February 28, 2014 –** Southern Exposure presents the premiere of Jesse Sugarmann's *We Build Excitement.* This ambitious ongoing project by the Central Valley-based artist is a series of performances and videos examining the evolution of the American auto industry as a parallel to shifting American identity.

Production still from *We Build Excitement (Pontiac, MI)*, 2013, Digital video.

San Francisco is an ideal site for Sugarmann's project, given the Bay Area's symbolic role in a post-fordist economy. What was once the Fremont GM/Toyota NUMMI plant is now Tesla's center for electronic car production. This local car plant epitomizes a move within the national economy from large-scale production to speculation and information-based technologies, while also providing further evidence of the changing economic, demographic and cultural landscape of San Francisco.

Starting two years ago, Sugarmann opened (and plans to continue opening) unsanctioned Pontiac dealerships in former Pontiac dealership locations across the United States. He activates these dealerships as sites of celebration, honoring both the American auto worker and our fraught, intimate relationships to cars themselves. Assembling temporary modernist monuments with Pontiac cars, Sugarmann gives form to the precarious nature of the auto industry. And in video works, he documents laid-off assembly line workers and car accident victims recreating the movements of their former jobs and crashes, respectively. Their deadpan choreography forms a moving homage to the mundane and the traumatic moments in both the birth and death of the automobile.

At Southern Exposure, Sugarmann shows video installations of these parallel gestures alongside footage from an unsanctioned Pontiac dealership in Pontiac, Michigan. *We Build Excitement* will also feature one off-site event in Fremont on Sunday, May 4, 2014. Visit www.soex.org for updates and details.

*We Build Excitement* is a project of Creative Capital.

**Creative Capital**

**EVENT LISTING INFORMATION**

**What:** *We Build Excitement*

**On View:** April 4 – May 3, 2014

**Opening Reception:** Friday, April 4, 2014, 7:00 – 9:00 PM

**Gallery Hours:** Tuesday – Saturday, 12:00 – 6:00 PM

**Where:** Southern Exposure
3030 20th Street
San Francisco, CA 94110
415-863-2141
www.soex.org

**Cost:** FREE

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**What:** *We Build Excitement Off-Site Event*

**When:** Sunday, May 4, 2014, 2:00 – 4:00 PM

**Where:** Off-site location in Fremont, CA
415-863-2141
www.soex.org

**Cost:** FREE

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**ABOUT SOUTHERN EXPOSURE**
Southern Exposure (SoEx) is an artist-centered non-profit organization that is committed to supporting visual artists. Through our extensive and innovative programming, SoEx strives to experiment, collaborate and further educate while providing an extraordinary resource center and forum for Bay Area and national artists in our Mission District space and off-site, in the public realm.

An active presence in the Bay Area since 1974, SoEx is continually evolving in response to the needs of artists and the community while engaging the public in artists' work. Central to our mission is to remain the most accessible space for visual artists to produce and present new work, learn, and connect. SoEx provides visual artists with the tools and resources they need to experiment in an open and supportive environment. We also work to advocate to new, diverse audiences and build an ever-growing community of enthusiasts and supporters of the visual arts.

For more information and images, contact Sarah Hotchkiss at (415) 863-2141 or communications@soex.org. Southern Exposure is located at 3030 20th Street (at Alabama), San Francisco, CA 94110. Office hours are Monday through Friday, 10 am to 6 pm and gallery hours are Tuesday through Saturday, 12 to 6 PM. Admission is always FREE. Website: www.soex.org.